HOME EDITION

A NEWSPAPER PUBLISHED

the B Line

. . . FOR BURROUGHS PEOPLE THE WORLD OVER

NOVEMBER 22, 1954

PUBLISHED AS A SERVICE OF THE PUBLIC RELATIONS DIVISION, THE BURROUGHS CORPORATION, DETROIT 32, MICHIGAN, U. S. A.

COMPETITION IS EVERYBODY'S BUSINESS, EMPLOYEES HEAR

JA Members Pick Officers And Products

New products soon will be marketed by nine Burroughs sponsored Junior Achievement companies, Dan Lutzeier, Junior Achievement coordinator reports.

The "all Burroughs" companies —staffed mostly by sons and daughters of employees assisted by Burroughs advisors—have elected officers and chosen products which they will make and sell.

These companies are:

J. A. Novelty Company—Connie Sumerton, president; Ray Billinghurst, vice president; Jim Boylan, treasurer; Marlene Waisanen, secretary; Jim Fowler, sales manager and Dick Justice, production manager. Products: jewelry and house numbers.

NU-J Products, Inc.—Carl Stefansky, president; Gary Saum, vice president; Janet Snyder, treasurer and Sophie Pantel, secretary. Product: wrought iron-ceramic ash tray sets.

Benders, Inc.—Al Goebel, president; Mary Jane Sterbling, treasurer; Bob Von Berge, secretary; Sharon Piper, sales manager and Jim Ham, production manager. Product: plastic covered hassocks with wrought iron legs.

Dun-Rite Products, Inc.—Marilyn Hollingsworth, president; Ed Cloonan, treasurer; Karen Keller, secretary and Don Durham, production manager. Product: magazine rack.

T-N-T Products—Tom K'Burg, president; Rosemary Fitzpatrick, vice president; Don McNeal, treasurer; Susan Croke, secretary; Alan Wright, production manager and Bob Burnie, sales manager. Product: lamps.

J. A. Novel-ites, Inc. — Barbara

• See JA, Page 2 •

FIRST GROUP at Main Plant attends illustrated talk on "Meet Competition". The one hour talks are being given to all manufacturing employees. The program will be presented to general office and engineering employees at a later date.

Importance Is Related At Meetings

The importance of business competition to everyone at Burroughs is pointed out in illustrated talks being given to all plant employees. This program, entitled "Meet Competition", will be presented to General Office and Engineering employees at a later date.

The program is capably presented by five members of manufacturing supervision in the Detroit plant, Bert Kelsey, Division 1126, Ray Decker, Division 1122, Glen Hoskin, Division 1151, Walt Lindow, Division 1123 and Ed Thompson, Department 104, and at Plymouth by Robert Niemi, Plant Manager and Eber Readman, Assistant Plant Manager.

On November 30, the program will be presented to Schaefer employees by Norm Baylis of Industrial Relations. The purpose of these meetings is to illustrate what competition is, how it affects the job security of every Burroughs employee, and what part we must all play in order to make our company more competitive and more successful.

Movies and slides shown during the one hour sessions explain how competition operates and what major products compete with Burroughs machines. It also points out that competition is not merely the concern of the Burroughs salesman but rather it concerns each of us.

We all have a counterpart working in a competitive company doing the same type of work we are doing. We must do a better job than our counterparts. The program illustrates that one way to meet competition more effectively is by continually improving our products

• See Competition, Page 2 •

TORCH DRIVE NETS $93,177

Average Employee U.F. Gift Bigger Than Other Years

Final tabulation revealed Burroughs employees contributed $93,177 to the 1954 United Foundation Torch Drive, L. C. Whitney, U. F. campaign chairman, announced.

"Almost 60 per cent of the employees at the Main, Plymouth, Schaefer and Jefferson plants, and general office and Detroit branch personnel, subscribed to the voluntary payroll pledge plan of giving", he added.

The 1954 total contribution, on the basis of participating employees, surpassed efforts made in any of the five preceding campaigns. "Percentage-wise," Whitney declared, "the average employee gift amounted to $11.47 compared to the average 1953 contribution of $10.75."

Many retirants and employees on sick leave also participated in the campaign, he said. "One retirant contributed $40 and another man on sick leave pledged a $1 out of every pay check for the Torch Drive."

Windsorites Give $182 to Hurricane Fund

A $182 donation was made to the Ontario Hurricane Relief Fund by Windsor Plant employees on October 29.

An additional amount of $500 was added to the employees' contribution by the Burroughs Canadian organization. Jean Gilbert, Div. 1410, and Russ Rounding, Dept. 195A, both Windsor, stimulated contributions by making individual collections throughout the plant.

The Fund was established to aid the stricken families in the Toronto disaster area as a result of "Hurricane Hazel".

Burroughs UDEC Scores Election Scoop

(See Picture on Page 2)

Dramatic coverage of the Michigan election by the Detroit Times was made possible with the aid of UDEC, the Burroughs-built electronic computer at Wayne University.

This was the first time UDEC had been used to predict the outcome of an election.

Convinced the new technique would work, the Times editors stayed with UDEC's early predictions, despite the fact that early returns made it appear the machine was badly mistaken. The first prediction was given at 10:30 p.m., and was confirmed by subsequent ones throughout the night as additional precincts were reported.

So amazing were the predictions by UDEC of major state political races, that the Times relayed the information of winners many hours before a definite vote count had verified the results.

Though Senator Homer Ferguson was leading by a sizeable majority at the time, the computer announced that Patrick McNamara would win the senate race by 42,380 votes. This prediction was reported to the nation by puzzled TV commentators.

On the basis of complete returns, UDEC was off by only a fraction. Instead of winning by 42,380, McNamara won by 42,800—a difference of 75/1,000 of one per cent.

UDEC's prediction that Governor G. Mennen Williams would receive 55.78 per cent of the total vote was uncannily accurate. Complete returns show Williams with 55.90 per cent of the vote—just 12/100 of a per cent more than the machine's calculations.

By turning to UDEC, the Times sought to bring new standards of speed and accuracy to the coverage of Michigan election results. To do this, they made special plans to procure early results from key precincts.

Previous to the election, data from the 1950 and 1952 elections in key precincts selected by the Times was fed into the machine's electronic "memory". On election night, returns were transmitted from the Times to the computer by direct line.

Each return was transcribed on a teletype tape, which in turn was fed into UDEC. Within seconds, another teletype spelled out UDEC's election predictions.

Dr. Arvid W. Jacobson, head of the Wayne Computer Laboratory, explained that UDEC "remembered" just what happened in the two previous elections—how many people voted, how many people voted for each candidate, and how this particular precinct's results differed from those of the area in which it was located.

"UDEC can't make a mistake. If one shows up it is because UDEC hasn't been given good data," Dr. Jacobson said.

In referring to the tiny discrepancies, members of the Wayne staff explained that unpredictables such as poor weather in one or two precincts would be enough to change results by several fractions of a percentage point.

On November 4, the Times proudly announced their election "scoop", and congratulated UDEC and the Wayne computer staff. They concluded their story with a statement of unmistakable meaning: "The Times is convinced".

ELECTION SCOOP was scored by Burroughs-built UDEC (Unitized Digital Electronic Computer) at Wayne University when it accurately predicted the outcome of major Michigan political races in the general election. Using UDEC's results, the Detroit Times reported the story hours before all votes were counted.

The first prediction came at 10:30 p.m. Subsequent predictions based on additional information confirmed the original prediction. Here, Thomas Jackson (seated), Dr. Saul Rosen, Kenneth Grossman and Dr. Arvid Jacobson discuss the predictions. At the right is Dr. Robert Steadman. All are on the Wayne University staff.

William J. Delahanty, Vice-President of Manufacturing, discusses new manufacturing methods with Home Office visitors M. Bouffetier (right) and Pierre Dugeny (left), manager and chief engineer, respectively, of the Pantin, France plant. Bouffetier and Dugeny also attended several conferences with members of the Engineering Activity. Speaking for R. G. Bower, Vice-President of Engineering, and himself, Delahanty said, "We wish to compliment the Pantin organization for the excellent job done thus far in the production program."

PAOLI, PA.—Burroughs Research Center employees and employees from five other Paoli-area firms helped set a new one-day record for local blood contributions when 217 pints of blood were given in less than five hours. The "blood bank", supervised by the local chapter of the American Red Cross, was held in the cafeteria of the new laboratory building. Above, Burroughs employees receive instructions from Red Cross aide before contributing blood. Of the total number of pints contributed, Burroughs employees gave 100, easily surpassing their quota of 82. Carole Robertson, Research Center nurse, assisted the Red Cross in making arrangements and handling the blood bank.

Competition

• Cont. from Page 1 •

and developing new ones through research and engineering.

Our products, it is shown, must be priced to compete favorably with those made by our competitors or the customer will not buy them. This means that the cost of making machines, as well as the necessary expenses of administration, must be held to a minimum. When costs go up, prices must rise to cover them. Higher prices for our products mean more business for our competitors.

Such items as scrap, re-work, wasted time, effort and materials both in General Office and Manufacturing areas, increase our costs. This is where we can all contribute as individuals.

This is where we all come to grips with competition and we can all do our share to improve our competitive position in the industry. In part, this can be accomplished by constantly looking for improvements in our work and suggesting them to our supervisors.

Since competition forces us to sell our products within a competitive price range, we must meet competition more effectively by maintaining high standards of quality in our work thereby insuring high standards of quality in our products.

Another item the program emphasizes is profits. Profits, the money that is left after all costs are paid, directly affect employees. From profits come fringe benefits such as sick leave, vacations, group insurance, Burroughs Farms, etc.

Profits also yield the necessary money to invest in research and development of new products, new equipment and maintenance of present equipment and buildings. When profits narrow, so do these direct benefits. Without profits we cannot expand or improve our standard of living. Without profits we cannot compete or progress. Our future security is tied directly to profits.

The future security of Burroughs and its employees, the program concludes, is dependent upon our ability to meet competition in the field, in the office, and in the factory more effectively. This, it is pointed out, is a company-wide responsibility.

Personals

Ernest A. Bilson, who retired from the Engineering Activity in January, 1951, recently directed and acted in a presentation of "The Mikado" in Cocoa, Florida. The local newspaper reported that Bilson "danced, pranced and sang his way into the hearts of the large audiences".

* * *

Lawrence Copley, Dept. 87, Main, has been appointed a member of the national distinguished guests committee of the American Legion.

* * *

Audrey and Eunice Ostic, both of Dept. 28, Schaefer, were injured in a two car collision October 22 on Joy Road near Southfield. A younger brother and sister, who were passengers in the car, received minor cuts and bruises. Audrey and Eunice, recently released from Mt. Carmel Mercy Hospital, are recuperating at their home.

* * *

Elliott Novitsky, foreman of Dept. 101, Main, has become a grandfather.

* * *

Retirant Clifford L. Potticary, formerly of Machine Analysis now living in Lima, Ohio, reports he received the "thrill of my life" when he piloted a huge B & O Railroad locomotive as a finale to a reunion with old railroad pals. Potticary served with the B & O before joining Burroughs in 1906.

* * *

Virginia Dickinson, Advertising, Main, recently served as a panelist during a discussion of the "United Nations Today" before the League of Women Voters of Royal Oak and Ferndale.

* * *

Lewis Pease, Dept. 182, Plymouth, and his wife, Marie, formerly of Dept. 1, Main, have adopted eight-month-old baby girl. They have named her Chriss Lorene.

* * *

Pat McCarthy, son of Ferdinand McCarthy, Dept. 3, Main, is continuing to shine as a backfield star for Detroit's Cooley High School. He is consistently among the touchdown leaders of the Metropolitan League, and is considered one of the finest halfbacks in the state.

* * *

Paul N. Johnson of Machine Analysis, Main, has had a story titled "The Tranquil Turtle" printed in the October issue of Trailer Travel magazine.

Films Of Work Simplification Are Available

Movies of work simplification projects are available to employees for showing at home.

The films will be loaned to anyone who appears in them, according to Martin Fleming, work simplification supervisor, but preference will be given to the people who originated the projects. "We will also loan them a projector and show them how to operate it," he said.

"We believe those who have participated in projects we have filmed will want to show their work to family and friends. Others interested in getting a better understanding of work simplification will want to study these movies," Fleming said.

Twenty one films are available for overnight use. They can be secured by calling the Work Simplification department, phone 520, or by notifying your supervisor.

J A

• Cont. from Page 1 •

Moulton, president; Gerald Foreman, vice president; Marilyn Miller, secretary; Clare Bollinger, treasurer; David Daly, production manager and James Foreman, sales manager. Product: TV snack table.

Kustom-Kraft — David Vincent, president; Carl Leveille, vice president; Linda Minock, secretary; Marlene Coykendall, treasurer; Gerald Swain, production manager and Bernard Pope, sales manager. Product: cutting board.

Burco Company—Richard Danzak, president; Janet Martin, vice president; Charlene Stephenson, secretary; Margaret Miller, treasurer; Rodney Kawalski, production manager; Marcia Kusiak and Ken Dunslager, sales managers. Product: "katchall" for newspapers, magazines, etc.

Tipsy-Tray Company—Meredith E. Smith, Jr., president; Charles Osebold, vice president; Linda Lent, secretary; Pat Onusko, treasurer; Terry West, production manager and Barbara Gibson, purchasing agent. Product: beverage serving tray.

GLASGOW, Scotland—First passengers to use Scotland's "helicab" for inaugural 21-minute flight from Prestwick transatlantic air terminal to Kelvin Hall, site of the Scottish Industrial Exhibition, were (left to right) J. T. FitzGerald, manager of Burroughs Strathleven plant; D. E. Kressler, manager of Burroughs Patent Division; and R. G. Bower, Vice President of Engineering. They were in Scotland to attend the annual Scottish Industrial Exhibition.

Burroughs products played an important role in this exhibition, as they do in many other exhibitions held in the United States, Canada, and other parts of the world. With a minimum of expense, the story of Burroughs expansion and product performance is thus brought into sharp focus before leaders in the business world—all potential buyers and users of Burroughs products.

Grotto With Unusual Beginning Is Dedicated To All Children

Dedicated to the children of all denominations who enabled its construction, a picturesque grotto in the yard of the home of a Burroughs couple had an interesting and unusual beginning.

"Before and even after we moved into our new home in 1951," related Mrs. Monica Brammell, a straightener in Dept. 20, Main, "children had been throwing stones at the windows in homes in our neighborhood. I realized that police enforcement wasn't the answer to the problem."

Monica and her husband, Glenn, who is in Dept. 28, Schaefer, conceived the idea of paying the neighborhood youngsters a penny a stone to construct a grotto—a life-long ambition of the Brammell's.

Word of the offer soon spread among the children of the nearby Immaculate Heart of Mary and Warren Bow schools. They began arriving at the Brammells with their pockets, paper bags and anything with wheels loaded down with rocks of all sizes and shapes.

"We were kept busy just changing our dollar bills into pennies," Glenn said. "And a huge mound of rocks in the backyard, that covered our lawn and threatened to overflow into the flower beds, was growing daily."

Monica and Glenn solicited the aid of a friend who had construction experience. The trio began erection of the grotto in the summer of 1952. It was completed in one month.

Rocks from every state in the union, and many countries including England, Germany, Ireland, Sweden and Korea were incorporated into the grotto. Authorities have termed its "hooded" construction unique, and lights enhance its attractiveness at night.

Today, the little grotto stands as a constant source of inspiration to passersby, neighbors and especially to the children to whom it is dedicated.

Monica and Glenn Brammell extend a cordial welcome to everyone who wishes to visit the grotto at the rear of their home at 19900 Asbury Park in northwest Detroit.

BACKYARD GROTTO, constructed by Monica and Glenn Brammell with rocks collected by neighborhood children, has wonderously transformed vandalism to respect. Above, the Brammells point out some unusual rocks to three of the many youngsters of every faith, who stop by each day.

AT A RECEPTION held at the home of French Consul Jean Beliard in Detroit, President John S. Coleman was honored by the French government for his contributions toward the development of commercial relations between the United States and France. Above, Beliard congratulates Coleman after presenting him with the insignia of an Officer of the Legion of Honor, one of the highest honors bestowed by the French government.

Michell, Meunier Head New Sections

The model shop, Department 625, under the supervision of Henry Meunier, has been divided into two sections.

R. G. Bower, Vice President of Engineering, has appointed John Martone as supervisor of the Plymouth section and Herbert Michell, as supervisor of the Detroit section.

Society

Joseph Bilicki, Time Study, Main, and Patricia Bielecki were married October 23 at St. Peter & Paul Church. They motored to Chicago for their honeymoon.

* * *

Helma Schultz, Dept. 14, Main, was married to Willy Hansen October 23 in Angola, Indiana.

* * *

Virginia Crowe, Dept. 96, Plymouth, became engaged September 4 to Danny Cox of Lexington, Kentucky. They are former school mates.

* * *

Mildred Doty, Dept. 96, Plymouth, and Donald L. Mills of Milan became engaged October 1.

* * *

Helen Delezynski, Div. 610, Main, and Louis Schoeb announced their engagement October 30. No wedding date has been set.

* * *

Beatrice Chapa, Dept. 18, Plymouth, has announced her engagement to William Carey. They plan a February 19 wedding at St. Dominic's Church.

Chest X-Ray Plan Success At Paoli

PAOLI, Pa.—More than 90 percent of the Research Center employees took advantage of a recent chestmobile visit to have chest X-rays taken, company nurse Carole Robertson reported. The first TB survey held at the new laboratory building, it was sponsored by the Chester County Tuberculosis and Health Society. Miss Robertson said 358 employees had their **chests X-rayed.**

Your "B" Line Want Ads

RIDERS WANTED

WANT RIDERS from Hubbell & Fenkel area to Main, women only, C. Buckley, VE 8-8593 after 6 p.m.

WANT RIDERS from Lynch Rd. & Van Dyke vicinity via Harper & Van Dyke to Main, Norm Szeliga, WA 5-1011.

WANT RIDERS from Evergreen & W. Warren to Middlebelt to Plymouth, Sophia Wilk, TI 6-6154.

WANT RIDERS from E. 7 Mile & Oakland via E. 7 Mile to Third to Main, Janice McMahon, TW 1-7784.

RIDES WANTED

WANT RIDE from vicinity Plymouth plant to Main, G. B. Magee, 11850 Butternut, Plymouth.

WANT RIDE from Marlowe near Grand River to Main, Dolores Wojda, VE 5-0672.

WANT RIDE from 7 Mile between Evergreen & Southfield to Main, Jo Mowatt, TY 4-1865.

WANT RIDE from Southfield & Outer Dr. near Veterans Hosp. in Dearborn to Main on Tusedays only, Drucilla Parker, TA 6-3635.

WANT RIDE from near W. Chicago & Evergreen to Plymouth, A. Leskinen, VE 6-4203.

WANT RIDE from Grand River & Oakman area to Main, Adele Stack, Personnel Services, Ext. 541.

WANT RIDE from 10201 Plymouth Rd., near Wyoming, to Main, Verla Chalifour, Personnel Services, Ext. 541.

WANT RIDE from St. Aubin & E. Warren to Main, Mary Barnett, 2131 E. Hancock, TE 2-2047.

WANT RIDE from 32521 Newaygo near Michigan & Merriman in Wayne to Main, Dorothy Gary, Parkway 1-8029.

WANT RIDE from Biltmore & W. 7 Mile to Main, Patricia McSweeney, TR 1-2471.

FOR SALE

FOR SALE—Piano accordion, 140 bass, 41 treble keys, 17 treble & 6 bass switches, $590 with built-in amplifier & 12" speaker or $500 without, Ralph Mannisto, Plymouth, Northville 936 M 12.

FOR SALE—Table model Philco radio combination with stand, 2 speeds, good condition, $50, Joan Gartz, AV 2-2964.

FOR SALE—Wooded lot, 60 x 200, just off paved highway M-18 between Gladwin & Prudenville, hunting privileges on private 1,700 acres, $200, Betty Rowe, Plymouth, FLanders 1-6436 after 5 p.m.

FOR SALE—Train equipment: Lionel train, smoke whistle & 5 cars; Marx 4 car train; 2 electric & 2 hand switches; 2 transformers; 5 plastic houses; crossover, uncoupler, tunnel, station house, fences, telegraph poles, many feet of track, plywood base & other extras, sacrifice for $75, James Piper, retirant, LI 1-8231.

FOR SALE—World Book encylopedia, Grace Clark, Plymouth, KE 1-2889.

FOR SALE—Brand new Nesco roaster cabinet for 20 qt. deluxe roaster, $10, Leon Daugherty, Plymouth, KE 3-6747 after 5 p.m.

FOR SALE—Springer spaniel puppies, Lillian Porth, Plymouth, AV 2-5827.

FOR SALE—Craftsman combination belt & disc sander with stand & 1/3 h.p. motor, $40, D. Burkeen, Plymouth, Middlebelt 5690.

FOR SALE—Complete electric train set, 2 engines, 1 box car, 8 other cars, 42 ft. track, transformer, switches & other items, very good condition, reasonable, Robert Bobbish, Main, LA 6-4713.

FOR SALE—J. C. Higgins golf clubs, 3 woods, 6 irons, putter & bag, good condition, $40, Merlin VanScoder, Plymouth, KE 5-8879.

FOR SALE—Lot off Gale Rd. on Pontiac Lake, 55' at road, 66' at water, 324' deep, $1,500, Sophia Wilk, Plymouth, TI 6-6154 after 5:30 p.m.

FOR SALE—½ ton Dodge panel truck, A-1 shape, $295, Neoma Felt, Plymouth, 8810 Elmhurst, Plymouth 1479 R.

FOR SALE—Wurlitzer juke box, Esther Weier, Main, TU 2-8175 after 5 p.m.

FOR SALE—1953 Plymouth club coupe, 13,000 miles, 2 tone green, radio & heater, turn signals, white tires, backup lights, windshield washer, seat covers, exceptionally clean, H. B. Leblanc, Plymouth, KE 2-9386.

FOR SALE–Handy Hot portable washer, $15, Ray Sjoholm, Main, LI 6-9233.

FOR SALE—4 x 5 Speed Graphic, complete outfit, tripod, light meter, flash unit with extension, filters, many other extras, like new, cost over $500, will take $225, George Holmes, Main, Livonia 4-847 evenings.

Obituaries

Retirant Casmier Kreager, formerly an adjuster in Dept. 34, Main, died October 21 in Grace Hospital of a heart condition complicated by bronchial pneumonia. He served with Burroughs for 39 years, and was one of the first to retire under the retirement program in January, 1951.

Joseph Daly, Sr., formerly of Dept. 70, Plymouth, died suddenly August 21.

MAIN—Mothers of R. A. Wesson, Service; John and Joseph Joseph, both of Dept. 64; and Jane Szymanski, Dept. 101; fathers of Lindon McCue, Machine Analysis; Ruth Barnowski, Payroll; Carl Wendlant, Dept 61; and Arthur DeMara, Dept. 35.

Brother of Joseph Kreager, Dept. 34; Mildren DeBernard, Dept. 27; and Wilford Haesler, Dept. 8; and grandfather of Jacqueline Converse, Dept. 34.

Plymouth—Mothers of Harold Nelson, Dept. 186; and Alford Olson, Dept. 85; fathers of Olga Quint, Dept. 187; Yvonne Stevenson, Dept. 43; and Margaret Schultz, Dept. 187.

LOST AND FOUND

LOST—3 strand string of pearls Oct. 26 on second floor of Main plant or general office, great sentimental value, Hilda Herbert, call Personnel Services, Ext. 541.

LOST—University of Pittsburgh graduation ring dated 1940 in Main plant, of sentimental value, Doris Alexander, Main, DI 1-1936.

WANTED

WANTED—Tape recorder in good condition, Frank Blak, Main, TR 3-6234.

MISCELLANEOUS

FOR RENT—Upper income, 4 rms. & bath, gas heat, garage, side drive, hot water & refrigerator furnished, couple only, on Turner between Lyndon & Eaton, Marv Davis, Main, KE 4-3745.

WILL GIVE away five kittens, John Moyer, Plymouth, Farmington 2998-M.

FOR RENT—6 rm. flat in Livernois & Elmhurst district, automatic heat & hot water, Donald Fabry, Plymouth, WE 5-1878.

WILL TRADE size 4 boy's hockey skates for size 6; or will buy used size 6 skates in good condition, Isabel Nissen, Main, TE 4-2209.

FOR RENT—6 room lower flat at 614 Townsend near Jefferson, auto. gas heat & hot water, $65 per month, J. M. Joseph, Main, LO 8-1723.

Vital Statistics

IT'S A BOY FOR:

MARILYN MAXWELL, formerly of Dept. 126, Plymouth, born Oct. 5, Harold James, 8 lbs. 4 oz.

NORMAN MILLER, Dept. 18 (N), Plymouth, born Nov. 2, Robert Paul, 6 lbs. 11 oz.

JOSEPH PODNAR, Dept. 651, Main, born Oct. 31, Craig Stephen, 6 lbs. 10 oz.

IT'S A GIRL FOR:

EDWARD SOPKO, Dept. 35, Main, born Oct. 18, Diane, 4 lbs. 11 oz.

ANDY McQUIRE, Dept. 183, Plymouth, born Sept. 16, Maureen, 5 lbs. 12 oz.

LESTER VAN ECK, Dept. 621, Main, born Nov. 3, Margaret Ann, 7 lbs. 4 oz.

The "B" Line Vol. 3 No. 15

The "B" Line is published to serve Burroughs personnel in the Detroit area by keeping them currently informed on Company and personnel news. A full staff of reporters in the departments and divisions have been assigned to cover the news. Contributions should be made directly to them.

ED. F. FINTAK, EDITOR

Joseph J. Graves, Assistant Editor
Raymond J. Sjoholm, Editorial Assistant.

REPORTERS

MAIN — June Owens, Adv.; William LeWarne, Compt. Div.; Howell E. Reed, Compt. Div.; Virginia Cook, Exp. Lab.; Elizabeth Cook, Ind. Rel.; L. E. Layden, Intl. Act.; Kathleen McDonnell, Mkt. Res.; Mabel Olsen, Mktg. Pers.; Lucille Andrews, Methods & Procedures; Josephine M. Fehrenback, Purchasing; Carmen Tafoya, Sec'ys. Div.; Leo J. Clancy, Service; Jean V. Skrzypek, Timekeeping; Marion Stawiaski, Time Study; Iva Shambarger, Div. 620; Shirley DeWalen, Div. 630; Eleanor Imhoff, Div. 1060; Harriet Andrews, Div. 1110; Madelline McCarter, Div. 1121; Irene Ferenz, Div. 1122; Alberta Mexicotte, Div. 1123; Emily Hudak, Div. 1124; Delphine Andrews, Div. 1126; Phyllis Wisniewski, Div. 1131; Marie Lucille Dorgan, Div. 1132; Frances Dowling, Div. 1133; Louise Farnstrom, Div. 1142; Genevieve Kalin, Div. 1151; Jean Clark, Div. 1153; Virginia E. Keating, Div. 1161; Don Guthrie, Div. 1162; Theresa Hutek, Div. 1163; Anna Hill, Dept. 14; Dolores E. Koerber, Dept. 135.

PLYMOUTH—Shirley Sabo, Finance; Gloria Rakes, Personnel; Vi Wuestnick, Purch; Evelyn D. Hanninen, Div. 1221; Jean Parsons, Div. 1221; Joyce Johnson & Elaine Chumbley, Div. 1241; Marilyn Wiltse, Div. 1210; Jean V. Spears, Div. 1262; Dorothea G. Roberts, Div. 1271; Ruth Hitt, Div. 1273; Priscilla Gubka, Dept. 43.

PLYMOUTH (N)-Sylvia Moore, Dept. 45; Delphine Shay, Dept. 138; John Kellar, Dept. 181; Betty Cebula, Dept. 182; Frances Hueltman, Dept. 185; Gennell Torok, Dept. 187.

SCHAEFER-Alfreda Wendrych, Dept. 10; Albert C. Kirby, Dept. 28.

WINDSOR—John Brasser, Della Grasel.

RESEARCH CENTER—Anthony R. Gringeri.

A "Best of Industry" award given by the Direct Mail Advertising Association for outstanding direct mail achievement is inspected by members of Burroughs direct mail advertising staff (left to right) Thomas Stevens, Robert Kellogg, Gar Goodson, George Woolfenden, supervisor of dealer advertising and direct mail production, Robert Benallick, supervisor advertising distribution, and Arthur Hackett.

DOMESTIC ADVERTISING WINS

"Best-Of-Industry" Award For Direct Mail Campaign

Burroughs advertising division has been given a "Best of Industry" award by the Direct Mail Advertising Association in its 26th annual best-of-industry contest. The award, given in the business equipment category, was for an outstanding and highly successful campaign created by the advertising division to introduce and promote the new Ten Key and Director lines of adding machines.

William C. Sproull, Burroughs advertising director, said Burroughs entry, competing with the best in the field, excelled in design, layout and appearance, excellence of copy, plan and continuity, as well in effective results.

"Since our direct mail precedes our salesmen," Sproull said, "one of the best proofs of the effectiveness of the campaigns was the steady increase in sales of Burroughs adding machines."

Responsible for the winning entry was George Woolfenden, supervisor of dealer advertising and direct mail production. **The advertising department received the award at the DMAA convention in Boston.**

Religion In Life Poster Theme

The importance of religion in personal and community life is being highlighted in Burroughs Detroit area plants this week.

Posters on a religious theme are displayed throughout the plants as part of the nationwide Religion in American Life campaign.

Cards have been placed on cafeteria tables and car stickers are available at plant exits which carry out the theme.

The campaign is focused on the family with the theme "HE Restoreth Your Soul . . . Worship Together This Week."

BURROUGHS OFFICIALS inspect special certificate of merit presented to the Marketing Activity for outstanding participation record set in recent Savings Bond drive conducted in Burroughs field organization. Noble D. Travis, Vice-President of the Detroit Trust Company and also State Chairman, U. S. Treasury Savings Bond Division (right), made the presentation.

Here he points out reference to the unprecedented 94 per cent participation achievement to (left to right) Delmar Cote, Michigan director of the U. S. Treasury Savings Bond Division; Willis E. Morgan, Vice-President of Marketing; and D. E. Clifton, director of Marketing personnel.

Jack Lindley, director of organization services, who serves as general chairman for the corporation's bond drive, said a similar campaign will be conducted in the Detroit area plants and offices early in 1955.

Banker Credits Clearing House For His Order

PAOLA, Kansas—L. M. Schwartz, President of the Citizens State Bank, was faced with several questions when it was decided to buy a new accounting machine for the bank.

"What prompts a banker-prospect to make the final decision to purchase a certain manufacturer's machine?" he asked himself. "Was it the manufacturer's name and reputation, the quality of continuing service, the salesman's presentation, or the salesman's knowledge of the banker's needs?"

Schwartz had to make the final decision and found a company with one final advantage.

He explained, "Over the years, I was mindful of the wholehearted support given the banking fraternity by Burroughs Clearing House magazine. As a member of the Bank Management Commission in Kansas and the Country Bank Operations Commission of the American Bankers Association, I observed that Henry J. Boone, Editor, was always looking for an opportunity to assist in the furtherance of any good program.

"About two years ago, I was in charge of the A.B.A. savings analysis program developed by the Country Bank Operations Commission, aimed at developing more interest in savings deposits. Burroughs offered to send Associate Editor Harry V. Odle to Paola to write a story about the whole program. Odle made a most favorable impression on us and the article which he developed was the outstanding presentation of this material to the bankers of the United States.

"Because of Odle's fine work and personal interest and the support of Burroughs Clearing House on many occasions, Burroughs got the order for our machine (a Sensimatic)."

New Branches Mark Growth Of Burroughs

Expansion of sales and service facilities in the United States and overseas havet been announced indicating Burroughs' continuing growth.

In Chicago a centrally located new branch sales and service headquarters and exhibit center has been leased. Four additional sales and service locations are planned for outlying areas within the city. Presently a single downtown branch serves the entire city.

A new branch office has been opened in Beaumont, Texas bringing the total number of branches in United States and Canada to 142.

Overseas, Burroughs subsidiaries have opened new branches in Toulouse, France, and Hamilton, New Zealand.

Sales outlets have expanded with the appointment of dealers in Ceylon and Egypt.

Bright Future For Electronics Claimed

PAOLI, Pa.—Present and future prospects for electronic accounting and other electronic applications provided the theme for a speech by Dr. Alex Orden, staff member of Burroughs Computer Section, before the Detroit Chapter of Systems and Procedures Association of America.

Discussing "Basic Concepts in the Future of Electronic Data Processing", Orden cited Burroughs new E101 desk-size electronic computer as an example of a high-speed, automatic and low-cost computer for science, engineering, business and industry.

Second Award At Schaefer

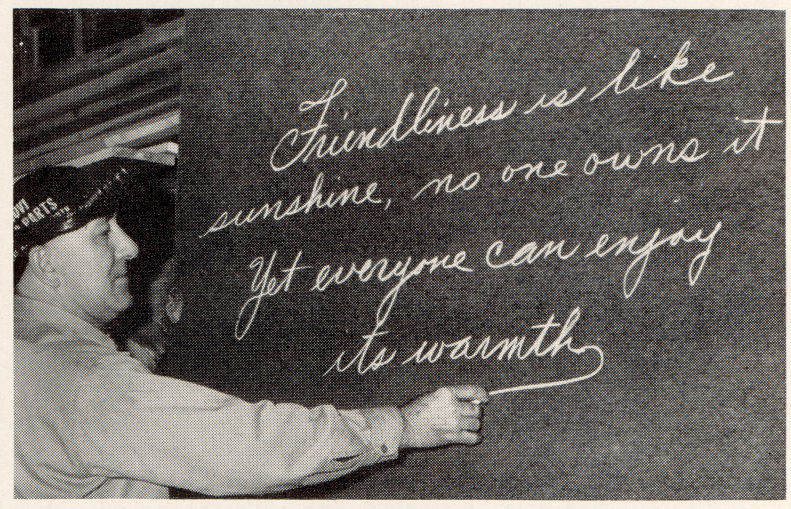
Employees of Burroughs Schaefer plant now have their second safety award on display.

It is this plaque from the National Safety Council presented by Safety Director Stuart Curtis (right) as Schaefer plant Manager Louis Dame watches the proceedings. Proudly accepting the plaque on behalf of fellow employees are William Gravelle and Ruth Carney, who have worked a total of 56 years for Burroughs without a time losing injury.

The plaque was awarded to Schaefer employees for finishing first in their classification in the annual National Safety Council industrial campaign from July 1, 1953 to June 30, 1954.

Earlier this year, Schaefer employees were awarded a plaque from the National Safety Council for working 1,757,849 man hours from February, 1951, through December 31, 1953, without a time losing injury. They have raised the figure past 2,000,000 man hours since then.

"Whose is it?" asks Marilyn Lieder, of Personnel Services, Main plant, about an assortment of lost articles piling up in her department. The articles range from gloves and aprons to keys and earrings. While many articles have only sentimental value, some of them are expensive, such as prescription ground glasses, wallets, and diamond studded cuff links. Owners can claim them at the Personnel Services office, second floor.



Food for thought is posted regularly by Burroughs' "Wizard of Words", George Srock, a welder in Dept. 63, Plymouth, for the enjoyment and consumption of passersby. Messages such as this one are gathered by Srock from the writings of ancient and modern philosophers and written on a large plywood board in his department.

Srock started this hobby 25 years ago by writing messages during the Christmas holidays. People enjoyed them so much, he continued giving messages throughout the year. "We'll enjoy life more and be better citizens, if we seriously consider the wisdom in these messages," says George.